



THE TOP 10 CONSUMER QUESTIONS

1 Why does fresh self-service mince keep for several days?

Self-service minced meat is made of selected high-quality raw materials. The butchering, carving and processing is all carried out under "one roof" which enables guarantee of optimum freshness! Modern production plants, highly qualified staff, optimum packaging in a protective atmosphere and permanent temperature control between 0°C and +2°C contribute towards a hygiene status that enables a shelf life of several days as compared to mechanical manufacture.

2 Why does fresh self-service mince keep for several days?

The minced meat is produced with a mincing machine which dispenses the product onto a strip of grease-proof paper. It is then separated after exactly 500 g and a conveyor belt automatically places it into the tray.

The grease-proof paper is only placed under the minced meat for product technical reasons and must be removed before use.

3 What causes the green/grey colouration on self-service meat where it touches the packaging?

The meat's own colouring myoglobin can only acquire the natural meat colour in connection with oxygen. For this reason, the "protective atmosphere" contained in packaging also has a high proportion of oxygen. However, at points where the product touches the edge of tray or the upper foil, there is no oxygen. This can lead to discolouration, which does not affect the quality of the product. The same applies for the inside of a roulade and cut contact surfaces. The protective atmosphere cannot reach here either. After unpacking the goods, the product's natural meat colour returns.

4 Why do beef steaks have warning labels with „Can contain traces of gluten“?

The labelling provision for food prescribes the declaration of possible traces of allergens. Since these products are packaged in the same production room as, for example, freshly crumb-coated Cordon bleu, traces of gluten from flour can be transferred by the air in the room.

5 Why is beef prepared „kitchen-ready“?

For kitchen-ready preparation, the meat is refined by adding table salt and spices to stabilise the colour. This allows us to achieve an optimal degree of taste and tenderness which does the best justice to the consumers' high demands for a level of quality that is as consistent as possible. Naturally occurring fluctuations in taste and tenderness characteristics can be balanced much more easily and thereby correspond to consumer expectations.

6 Why are there little holes in the packaging for products such as frozen Cevapcici?

The bags are automatically filled with the product and sealed. During this process, however, air is also enclosed in the bag. To reduce the bag volume for transportation or for storage in the deep freeze, small needles are used to prick holes in the pouch so that the air can escape.

7 What does „Packed in a protective atmosphere“ mean? And what does this protective atmosphere do?

When fresh meat is packaged, the normal air is extracted and replaced by a controlled atmosphere – the so-called 'protective atmosphere'.

This protective atmosphere consists of approx. 90% oxygen and approx. 10% CO₂ (carbon dioxide) and protects the product from greying and premature spoilage, as it is much purer than the ambient air.

8 How long can I keep self-service meat or mince in the refrigerator?

The shelf life is marked directly on the packaging and refers to a storage temperature of 0°C–2°C for minced meat products and 0°C–4°C for self-serve meat. That is why we advise you set the refrigerator to these temperature ranges. To prevent the loss of quality due to a too warm refrigerator, we recommend you use the product as quickly as possible.

9 Is it possible to freeze self-service meat / mince?

Yes! You should remove the product from the sales wrapping and freeze it in a freezer bag (without air, if possible)! This prevents undesirable freeze burn! After defrosting, the product should be consumed immediately and not re-frozen. Cook thoroughly before eating.

10 Why does meat /mince lose so much liquid during cooking? Can I stop this?

Meat is comprised of approx. 75% water! To keep this liquid in the product, please observe the following:

The frying pan must be really hot (highest setting), add vegetable oil or frying fat and wait until the oil or fat is really hot.

Now put the meat in the frying pan and fry from all sides. This closes all of the pores and the meat stays nice and juicy. Now reduce the heat and fry until the meat is cooked, just the way you like it!

Important: Do not fry too much meat at one time, otherwise the temperature in the frying pan will sink too rapidly.